



News and Updates from The U.S. Commercial Service In South Africa

Johnny Brown
Minister Counselor for Commercial Affairs
U.S. Embassy, Pretoria

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South Africa's AGOA Exports Surge Ahead

Exports to the US from South Africa have increased by nearly 40 percent from 1999 to 2001. For January to December 2001, South African exports to the U.S. were \$4.429 billion. This is an increase of \$225 million from the exports of \$4.204 billion recorded during 2000 and the \$3.195 billion exported to the U.S. during 1999.

During 2001, South Africa exported \$923 million in products covered under the African Growth and Opportunities Act (AGOA), \$417.3 million of which were products on the list of the 1,834 "new" duty-free items. The AGOA exports made up 21 percent of South Africa's total exports to the U.S. in 2001.

When one compares South Africa's January 2001 AGOA exports of \$64.3 million to January 2002 exports of \$129 million, the increase is a staggering 101 percent! AGOA exports for January 2002 made up 34 percent of the total month's exports to the U.S. from South Africa.

To learn more about AGOA, visit <http://www.agoa.gov>

U.S. Franchising Connects Virtually to Johannesburg

Hot on the heels of U.S. Commercial Service's very successful event held in Cape Town, comes the **U.S. Franchise Virtual Matchmaker, Johannesburg**, to be held on May 9th at the Sandton Convention Center.

The days when franchising was commonly associated with burgers and fries are long gone. Franchising is gaining increasing popularity in a wide variety of sectors. The International Franchise Association estimates that there are 1,500 franchise companies in the U.S. doing business through more than 320,000 retail units -- and the figures are growing.

South Africa has also recognized the virtues of franchising, including easy accessibility, a proven business concept, skills transfer and a real opportunity for economic empowerment. During 2000, franchising generated almost R60 billion in turnover in South Africa and there are around 350 franchises on the ground today. The trend is growing at a robust rate -- an annual 29% for the past five years.

The **U.S. Franchise Virtual Matchmaker** will be held in conjunction with the **International Franchise Expo** and the **World Franchise Congress**. The event, using modern digital technology, will facilitate interaction between US franchisors and an audience interested in innovative franchise concepts not yet on the local market. To date, participating US franchisors include Cinnabon (www.cinnabon.com), Candy Bouquet (www.candybouquet.com) and Tiffany Marble Mold (www.tiffanymarble.com).

To find out more about this exciting business opportunity and how you can participate, contact Thamie Lefakane on: 011-778 4807 or thamie.lefakane@mail.doc.gov



Where's the US Commercial Service Office in Durban?

We've moved! Please note our new contact information for Durban:

US Commercial Service
Old Mutual Building
30th Floor
303 West Street
Durban, 4001

Phone: +27 31 305 7600
Fax: +27 31 305 7610
durban.office.box@mail.doc.gov

U.S. Commercial Service in South Africa www.ussatrade.co.za

Johannesburg
15 Chaplin Road
Illovo 2196
Tel: +27 11 778-4800
Fax: +27 11 442-3761 / 3770 / 8818
johannesburg.office.box@mail.doc.gov

Cape Town
Montecarlo Building 4th floor
Heerengracht St.
Foreshore, Cape Town 8000
Tel: +27 21 421-4280
Fax: +27 21 421-4269
cape.town.office.box@mail.doc.gov

Durban
Old Mutual Building
30th Floor
303 West Street
Durban, 4001
Phone: +27 31 305 7600
Fax: +27 31 305 7610
durban.office.box@mail.doc.gov

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The US Commercial Service is recruiting an International Buyer Delegation to The Magic Marketplace – The premier meeting point of the Fashion Industry that attracts 100 000 attendees and buyers from all 50 U.S. states and 110 countries who are looking for new, exciting resources. 93% of all attendees find new suppliers at the exhibition – a perfect platform to derive the resources to benefit from the **African Growth and Opportunities Act (AGOA)**.

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Contact: Jaisvir Sewpaul, (Tel) 021 421 4280 x2227 or jaisvir.sewpaul@mail.doc.gov



Trade Opportunities

A South Carolina based company specializing in the manufacture and distribution of fiber optic products for communications systems is interested in establishing relationships with South African companies. For more information on this trade opportunity, please contact Abigail Ellary, Commercial Specialist, U.S Commercial Service, Durban, Tel 031 305 7600 ext 103 Fax 031 305 7610 email abby.ellary@mail.doc.gov

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